



Summer Youth Engagement

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My Background



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Why Engage Youth?



Kids are frequent c-store shoppers

- 2011-12 nationally representative sample of 13-16 year olds: Almost half (48%) visit at least once a week¹
- C-stores have more tobacco marketing materials than other store types²⁻⁵



Exterior Advertising



Exposure to in-store marketing linked to tobacco use initiation



Children and adolescents more frequently exposed to POS tobacco promotion have ~1.6 times higher odds of having tried smoking and ~1.3 times higher odds of being susceptible to future smoking compared to those less frequently exposed.

Youth Exposure to Advertising and E-Cigarette Use

Greater exposure to e-cigarette ads is associated with higher odds of youth e-cigarette use. Most e-cigarettes contain NICOTINE, which can cause ADDICTION, may harm brain development, and could lead to continued tobacco product use among youth.

Efforts to reduce youth exposure to tobacco advertising are crucial to prevent all forms of tobacco use among youth.

SOURCE: Pediatrics, April 2016



Sources of E-Cigarette Advertising



14.4 million

youth are exposed
at retail stores



10.5 million

youth are exposed
through the internet



9.6 million

youth are exposed
through TV/movies



8 million

youth are exposed
through magazines
and newspapers

Youth are the secret weapon

- Advocates for policy change
- Project a powerful voice
- Expose tobacco industry tactics
- Offer energy and vitality
- Reflect genuine concern
- Bring diverse representation and provide generational insight
- Invoke creativity and innovation
- Mobilize their peers

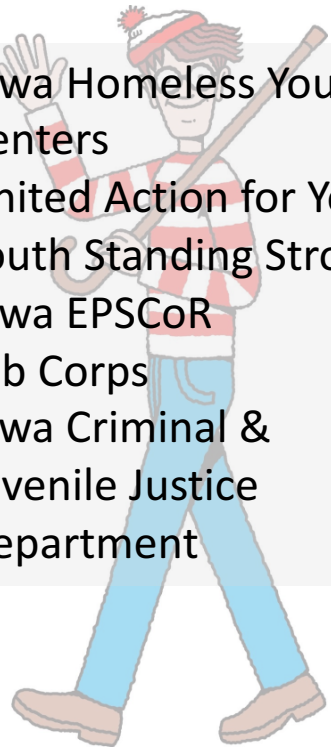


Summer's window of opportunity



...But how do we engage youth when they aren't at school?

- Iowa Homeless Youth Centers
- United Action for Youth
- Youth Standing Strong
- Iowa EPSCoR
- Job Corps
- Iowa Criminal & Juvenile Justice Department



- Foster Youth in Action
- Summer Youth Corps – Conservation Corps
- Iowa Workforce Development
- Girl & Boy Scouts



Drawing them in

- T-shirts & branding
- Incentives
 - Food & snacks
 - gift cards
- Offering College or Elective Credits
- Youth Recruitment Competition
- Appeal to parents & Afterschool club advisors